

## CLAIM AMENDMENTS

Please replace the pending claims with the following claim listing:

1-7. (Cancelled)

8. (New) A system for broadcasting advertisements to an audience which comprises:

means for obtaining programme-receiving audience profiles;

means for matching a given advertisement's target audience profile to a given programme-receiving audience profile; and

means for broadcasting advertisements dependent upon target audience profiles and programme-receiving audience profiles;

wherein:

said means for obtaining programme-receiving audience profiles operate with means for interrogating set top boxes with individual IP addresses in order to determine the nature of the programs viewed by the programme receiving audience per at least one IP address;

said means for broadcasting advertisements operate with means for analysing viewer habits for particular IP addresses in order to generate a programme-receiving audience profile for at least one IP address;

and the system further comprises:

means for dictating not only that certain advertisements shall be broadcast but also that certain IP addresses within the programme-receiving audience may receive one advertisement, whilst other IP addresses receive a

different advertisement, in at least one of the same respective advertisement 'slots', during the same broadcast.

9. (New) A system according to claim 8, wherein the system collects data by using polling pulses and stores data for analysis in a data collector located remotely from the set top boxes.

10. (New) A system according to claim 8, wherein the system uses a bank of advertising campaigns where advertising campaigns are classified by integrating numerically tagged segment codes.

11. (New) A system according to claim 8, comprising a first server for obtaining programme-receiving profiles and at least a second server containing tagged advertisements.

12. (New) A system according to claim 8, comprising means for receiving multiple advertisements from a broadcast network and a mechanism for allowing the play-out of only a portion of the advertisements' broadcast whilst the remaining portion expires.

13. (New) A system according to claim 8, wherein the system stores further information such as the program buyer profile, time of broadcast and nature of broadcast and utilises an interface between the audience profiles data stored and said further information to select appropriate advertisements.

14. (New) A system according to claim 8, wherein the system further comprises means allowing the audience to interact during an advertisement, means which store data as part of the audience profile to record any such interaction and means which may be set to trigger the release of further similarly classified advertisements to the audience.

15. (New) A system according to claim 8, wherein during a given broadcast with a plurality of advertisement breaks, the system is adapted to record for an individual audience the series of advertisements delivered during an initial break and then adjust the content of the following series of advertisements delivered during a subsequent break.

16. (New) A system according to claim 8, wherein during a given broadcast on a given channel with a plurality of advertisement breaks, the system is adapted to record for an individual audience whether the viewer switches to another channel during the break and the system comprises means to calculate which channel he/she is likely to switch to and tailor the advertisement delivered to said most probable channel to correspond to the audience in question.

17. (New) A system according to claim 8, wherein the information identified such as the audience profiles is stored remotely from the viewer/listener receiver units.